

ORDER



KSNV

Orders
Order / Rev: 103615
Alt Order #: 06830030
Product Desc: BERKLEY FOR SENATE
Estimate: 30S
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 06/27/12 / 06/27/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Shorr Johnson Magnus
Buying Contact:
Billing Contact:
 1831 Chestnut St.
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Berkley, Shelley for Senate
Demographic: A35+
Product Codes: PLC01
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	123	\$39,075.00	\$33,213.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	123	\$39,075.00	\$33,213.75	0.00
Totals	123	\$39,075.00	\$33,213.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	20%	\$39,075.00
Market	100%	\$195,375.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$62,520.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$41,028.75
KTUD	0%	\$0.00
KVVU	25%	\$48,843.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,907.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/09/12	10/12/12	Wake Up Early w/ Wagner	CM	430a-5a	-TWT---	:30	4	\$50.003		0.00	NM	4	\$200.00
Wake Up Early Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWT---			4			\$50.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/09/12	10/12/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	-TWT---	:30	4	\$50.003		0.00	NM	4	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWT---					4	\$50.00		0.00			
E 2	KSNV	10/15/12	10/15/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	M-----	:30	1	\$50.003		0.00	NM	1	\$50.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$50.00		0.00			
E 3	KSNV	10/15/12	10/15/12	M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	1	\$200.003		0.00	NM	1	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$200.00		0.00			
E 4	KSNV	10/09/12	10/12/12	M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	:30	4	\$200.003		0.00	NM	4	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					4	\$200.00		0.00			
E 5	KSNV	10/09/12	10/12/12	M-F 6-7a WakeUp w/Wagner M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWTF--	:30	8	\$300.003		0.00	NM	8	\$2,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					8	\$300.00		0.00			
E 6	KSNV	10/15/12	10/15/12	M-F 6-7a WakeUp w/Wagner M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	2	\$300.003		0.00	NM	2	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					2	\$300.00		0.00			
E 7	KSNV	10/15/12	10/15/12	Today Show Today Show	CM	658a-9am	M-----	:30	3	\$400.003		0.00	NM	3	\$1,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					3	\$400.00		0.00			
E 8	KSNV	10/09/12	10/12/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	12	\$400.003		0.00	NM	12	\$4,800.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					12	\$400.00		0.00			
E 9	KSNV	10/09/12	10/12/12	Noon News Noon News	CM	12-1230pm	-TWTF--	:30	4	\$175.003		0.00	NM	4	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					4	\$175.00		0.00			
E 10	KSNV	10/15/12	10/15/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$175.003		0.00	NM	1	\$175.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$175.00		0.00			
E 11	KSNV	10/15/12	10/15/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	M-----	:30	1	\$175.003		0.00	NM	1	\$175.00
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$175.00		0.00			
E 12	KSNV	10/09/12	10/12/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	-TWTF--	:30	4	\$175.003		0.00	NM	4	\$700.00
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					4	\$175.00		0.00			
E 13	KSNV	10/09/12	10/12/12		CM	3-4p	-TWTF--	:30	4	\$200.003		0.00	NM	4	\$800.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Dr. Phil															
Dr Phil															
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					4	\$200.00		0.00			
E 14	KSNV	10/15/12	10/15/12	Dr. Phil	CM	3-4p	M-----	:30	1	\$200.003		0.00	NM	1	\$200.00
Dr Phil															
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$200.00		0.00			
E 15	KSNV	10/15/12	10/15/12	News 3 at 430pm	CM	430-5pm	M-----	:30	1	\$300.003		0.00	NM	1	\$300.00
News 3 at 4:30PM															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$300.00		0.00			
E 16	KSNV	10/09/12	10/12/12	News 3 at 430pm	CM	430-5pm	-TWTF--	:30	4	\$300.003		0.00	NM	4	\$1,200.00
News 3 at 4:30PM															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					4	\$300.00		0.00			
E 17	KSNV	10/09/12	10/12/12	News 3 at 4	CM	4-430p	-TWTF--	:30	4	\$300.003		0.00	NM	4	\$1,200.00
News 3 at 4															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					4	\$300.00		0.00			
E 18	KSNV	10/15/12	10/15/12	News 3 at 4	CM	4-430p	M-----	:30	1	\$300.003		0.00	NM	1	\$300.00
News 3 at 4															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$300.00		0.00			
E 19	KSNV	10/15/12	10/15/12	M-F Early News	CM	5-630p	M-----	:30	2	\$450.003		0.00	NM	2	\$900.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					2	\$450.00		0.00			
E 20	KSNV	10/09/12	10/12/12	M-F Early News	CM	5-630p	-TWTF--	:30	8	\$450.003		0.00	NM	8	\$3,600.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					8	\$450.00		0.00			
E 21	KSNV	10/09/12	10/12/12	Face to Face w/ Ralston	CM	730-758pm	-TWTF--	:30	4	\$225.003		0.00	NM	4	\$900.00
Face to Face w/ J. Ralston															
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					4	\$225.00		0.00			
E 22	KSNV	10/15/12	10/15/12	Face to Face w/ Ralston	CM	730-758pm	M-----	:30	1	\$225.003		0.00	NM	1	\$225.00
Face to Face w/ J. Ralston															
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$225.00		0.00			
E 23	KSNV	10/13/12	10/13/12	To the Point - PM	CM	730-758pm	-----S-	:30	1	\$150.003		0.00	NM	1	\$150.00
To the Point															
VEGAS INC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$150.00		0.00			
E 24	KSNV	10/15/12	10/15/12	M-F Jeop/Wheel	CM	630-730pm	M-----	:30	2	\$400.003		0.00	NM	2	\$800.00
M-F Jeopardy/Wheel of Fortune															
JEP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					2	\$400.00		0.00			
E 25	KSNV	10/09/12	10/12/12		CM	630-730pm	-TWTF--	:30	8	\$400.003		0.00	NM	8	\$3,200.00

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 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Jeop/Wheel															
M-F Jeopardy/Wheel of Fortune															
JEP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					8	\$400.00		0.00			
E 26	KSNV	10/13/12	10/13/12	Weekend Jeopardy/Wheel of Fortune	CM	630-730pm	-----S-	:30	2	\$250.003		0.00	NM	2	\$500.00
WKND Jeop/Wheel															
JEP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					2	\$250.00		0.00			
E 27	KSNV	10/14/12	10/14/12	News 3 Live in Prime	CM	7-10pm	-----S	:30	1	\$600.003		0.00	NM	1	\$600.00
News 3 in Prime															
NEWS AFTER NFL IN PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$600.00		0.00			
E 28	KSNV	10/12/12	10/12/12	Fri PR 9-10p	CM	9-10pm	----F--	:30	1	\$1,000.003		0.00	NM	1	\$1,000.00
Friday Prime 9-10pm															
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$1,000.00		0.00			
E 29	KSNV	10/12/12	10/12/12	Fri PR 8-9p	CM	8-9pm	----F--	:30	1	\$750.003		0.00	NM	1	\$750.00
Friday Prime 8-9pm															
WHIT/COMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$750.00		0.00			
E 30	KSNV	10/10/12	10/10/12	Wed PR 9-10p	CM	9-10pm	--W----	:30	1	\$1,700.003		0.00	NM	1	\$1,700.00
Wednesday Prime 9-10pm															
SVU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----					1	\$1,700.00		0.00			
E 31	KSNV	10/10/12	10/10/12	Wed PR 10-11p	CM	10-11pm	--W----	:30	1	\$1,400.003		0.00	NM	1	\$1,400.00
Wednesday Prime 10-11pm															
CHICAGO FIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----					1	\$1,400.00		0.00			
E 32	KSNV	10/09/12	10/12/12	Late Night w/Fallon	CM	1237a-136am	-TWTF--	:30	4	\$75.003		0.00	NM	4	\$300.00
Late Night w/Fallon															
FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					4	\$75.00		0.00			
E 33	KSNV	10/15/12	10/15/12	Late Night w/Fallon	CM	1237a-136am	M-----	:30	1	\$75.003		0.00	NM	1	\$75.00
Late Night w/Fallon															
FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$75.00		0.00			
E 34	KSNV	10/15/12	10/15/12	The Tonight Show	CM	1135p-1237a	M-----	:30	2	\$185.003		0.00	NM	2	\$370.00
Tonight Show															
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					2	\$185.00		0.00			
E 35	KSNV	10/09/12	10/12/12	The Tonight Show	CM	1135p-1237a	-TWTF--	:30	8	\$185.003		0.00	NM	8	\$1,480.00
Tonight Show															
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					8	\$185.00		0.00			
E 36	KSNV	10/09/12	10/12/12	M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	4	\$425.003		0.00	NM	4	\$1,700.00
M-F News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					4	\$425.00		0.00			
E 37	KSNV	10/15/12	10/15/12		CM	11pm-1135pm	M-----	:30	1	\$425.003		0.00	NM	1	\$425.00

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				M-F News 3 at Eleven											
				M-F News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$425.00		0.00			
E 38	KSNV	10/13/12	10/14/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$400.00	3	0.00	NM	2	\$800.00
				Sa-Su News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----SS					2	\$400.00		0.00			
E 39	KSNV	10/13/12	10/13/12	Saturday Today	CM	7a-9am	-----S-	:30	2	\$225.00	3	0.00	NM	2	\$450.00
				Saturday Today											
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					2	\$225.00		0.00			
E 40	KSNV	10/13/12	10/13/12	News 3 Sunrise - SATUR	CM	6a-7a	-----S-	:30	2	\$150.00	3	0.00	NM	2	\$300.00
				News 3 Sunrise SATURDAY											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					2	\$150.00		0.00			
E 41	KSNV	10/13/12	10/13/12	News 3 Today - SATUR	CM	9am-930am	-----S-	:30	1	\$200.00	3	0.00	NM	1	\$200.00
				News 3 Today - SAT											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$200.00		0.00			
E 42	KSNV	10/14/12	10/14/12	Sunday Today	CM	7a-8am	-----S	:30	2	\$350.00	3	0.00	NM	2	\$700.00
				Sunday Today											
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					2	\$350.00		0.00			
E 43	KSNV	10/13/12	10/13/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$550.00	3	0.00	NM	1	\$550.00
				Saturday Night Live											
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$550.00		0.00			
													Totals	123	\$39,075.00